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## Are You Ready for What the World Demands?

Most leaders I meet today are facing a level of uncertainty and change that they have never felt before. Leaders are challenged to redefine what they are doing in order to be more competitive because they can no longer just continue to do what they have done in days past. They cannot count on maintaining their market share and current customers as an automatic outcome of having served these markets and companies before. The world is different and becoming more different each and every day.

Technology and change are redefining how we do everything! The speed of technological change is exponential. Its impact is dramatic. Organizations are finding it difficult to keep up and they lead teams that look to them for the answers. For those organizations that have leaders who can and do use the explosive combination of technology and talent, great rewards have followed. Leadership - at all levels - is the defining competitive advantage. In a time of rapid change and uncertainty, decisions must be made and executed upon for success to follow. To do nothing is to fail. To do what you did yesterday is to become obsolete.

Talent is more important than ever - and gaining in importance daily. Technology gets all the media coverage but, it's people that must properly deploy and use the technologies. Talent is taking center stage. It is more than just hiring talented people. Talent that is not properly led will flounder - and eventually leave the firm. Talent must be located, inspired, hired, developed, and energized for firms to succeed today. Not to do so, leaves the company susceptible to competition that does just that. Success today goes to the most talented, best led, and most sustainable firms.

It has become about millennials. The largest present - and future - workforce is comprised of millennials. By the year 2020, 65% of the workforce will be millennials. However,

most organizations are completely unprepared for the tidal wave that is about to hit them. Those who are will thrive. Right now boomers lead most of our organizations. But, that is about to change. There are just not enough of them. Who is next? GenX and millennials! It is incumbent upon us boomers to get the next generation ready to be successful.

MACNY has added an entire suite of services to help leaders and their teams prepare for and navigate the constant change that pervades every element of the business world today. We have added executive and leader coaching, mentoring, new skills training, e-learning platforms, technology forums, individual professional development offerings, and new council offerings for professionals.

Maybe it has been awhile since you have had a MACNY staff member sit with your team to outline how our successful members are navigating the sea of change around them. If so, we welcome the opportunity to discuss our hundreds of events and training offerings we hold each year. No association in the State of New York offers a more diverse and comprehensive agenda to help your organization thrive in today's rapidly changing environment. If you would like to learn more, you can contact me or any one of MACNY's team members to schedule an individual or group conversation at MACNY or your location. Our contact information is available on the back of this newsletter.

Change is inevitable - but success is not. Let us help you thrive - like we have been helping members do for over 104 years. No change is too small or large for us to assist you with. Please let us help leverage the collective wisdom of over 300 member companies with over 50,000 employees. Together we can continue to compete - and win.